ABSTRACT OF THE DISCLOSURE

An imaginary store is displayed in response to client's request. Correspondingly to selection of a product object by the client in the imaginary store, a chat channel between the client and a salesperson is set up. Data on characters in the chat that they had are displayed. On the basis of a key word in this chat, attribute objects of the corresponding product, such as the color and shape of the product, are selected and reflected on the product object.